

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

**FOURTH YEAR EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF ARTS IN PSYCHOLOGY**

PSYC 414: SOCIAL PSYCHOLOGY

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (8.30-10.30AM)

DATE: 27/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS:**Answer All questions in Section A and B**

Do NOT write on the question paper.

SECTION A – (30 MARKS)**QUESTION ONE (30 Marks)**

(a) Define the following concepts as used in Social Psychology: **(6 marks)**

- i. Social influence
- ii. Cognitive dissonance
- iii. Norms
- iv. Self-esteem
- v. Attribution bias
- vi. Prejudice

(b) Evaluate four (4) major functions of attitudes in human behaviour. **(8 marks)**

(c) Examine four (4) factors that influence helping behaviour (prosocial behaviour) in society. **(8 marks)**

(d) Outline four (4) factors that influence conformity in group settings. **(8 marks)**

SECTION B – ANSWER ALL QUESTIONS (40 MARKS)**QUESTION TWO (20 Marks)**

(a) Explain five (5) principles of social perception and show how they influence judgment of others. **(10 marks)**

(b) Discuss five (5) ways in which stereotypes negatively influence social interactions. **(10 marks)**

QUESTION THREE (20 Marks)

With relevant examples:

(a) Describe five (5) major causes of group conflict. **(10 marks)**

(b) Discuss five (5) strategies for promoting effective group cohesion. **(10 marks)**